

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



Part 3 Analysis & Recommendations

GRANITE COUNTY

Version 1
August 2013

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INTRODUCTION

Montana's overarching substance abuse prevention strategy is based on the public health approach to reducing substance use by focusing on preventing health problems and promoting healthy living for whole populations.

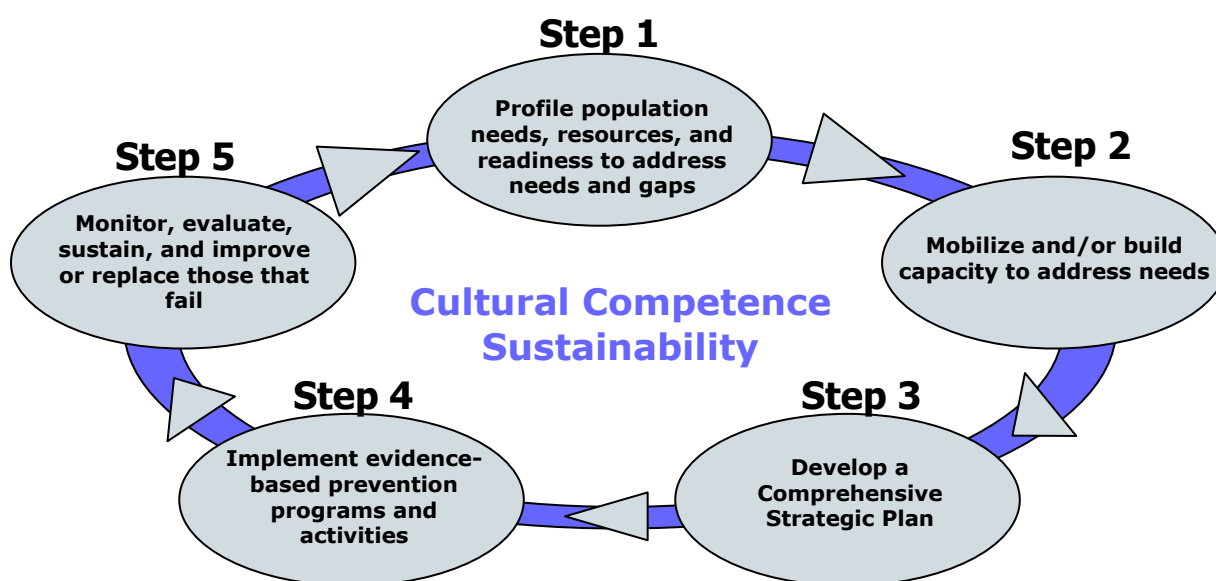
Montana utilizes a State Epidemiological Workgroup (SEW) to collect and review state-wide data and prioritize areas most in need for prevention efforts. Based on this data, specific recommendations have been made to support the importance of planning to ensure substance abuse and targeted mental and behavioral health prevention goals are met. Based on the comprehensive data collected by the SEW, the identified substance abuse prevention priorities are:

1. Underage Drinking
2. Binge Drinking
3. Drinking and Driving
4. Riding with a Driver who is Drinking
5. Prescription Drug Misuse and Abuse

The public health approach identifies trends in a population as they relate to substance use and abuse thereby targeting prevention activities at an environmental level verses an individual or person-centered level. Therefore, a key element in this process is the use of epidemiological data to describe the extent and consequences of substance use within and across populations.

Montana uses the Strategic Prevention Framework (SPF) process (Figure 1) in order to **answer the public health questions** and **determine what environmental interventions will be most effective** for addressing the specific problems in a community.

Figure 1: Five Steps of the Strategic Prevention Framework Process



To complete the SPF step one, **Assessment**, a local needs assessment will need to be completed at the county level. This will involve gathering data to illuminate the problem(s) and the causal area(s) that contribute to the problems. This is achieved by answering a series of questions. Most of the data you gather will exist in various data sources, but you will also have to do some original research. Data gathering activities will include:

- Compiling existing survey results
- Original data collection
- Interviews with key partners and stakeholders

Outcome-Based Prevention (Logic Model)

The foundation of the Strategic Prevention Framework (SPF) process is illustrated by the outcome-based prevention model, seen in Figure 2.

Figure 2: Outcome-Based Prevention Model (Logic Model)



In this model, a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems and chooses evidence-based policies, practices and programs to address the identified causal areas.

Purpose

The purpose of this workbook is to help Montana communities go through the outcome-based prevention model. The first step is to complete a comprehensive local needs assessment in each county or reservation. This will help communities accurately assess local alcohol-related and prescription drug-related problems using epidemiological and other relevant data and understand the environmental factors that influence these problems. To be effective, one person in a community should not complete this workbook. Instead, community partners should work together to complete the workbook. The data collect will address the following problems;

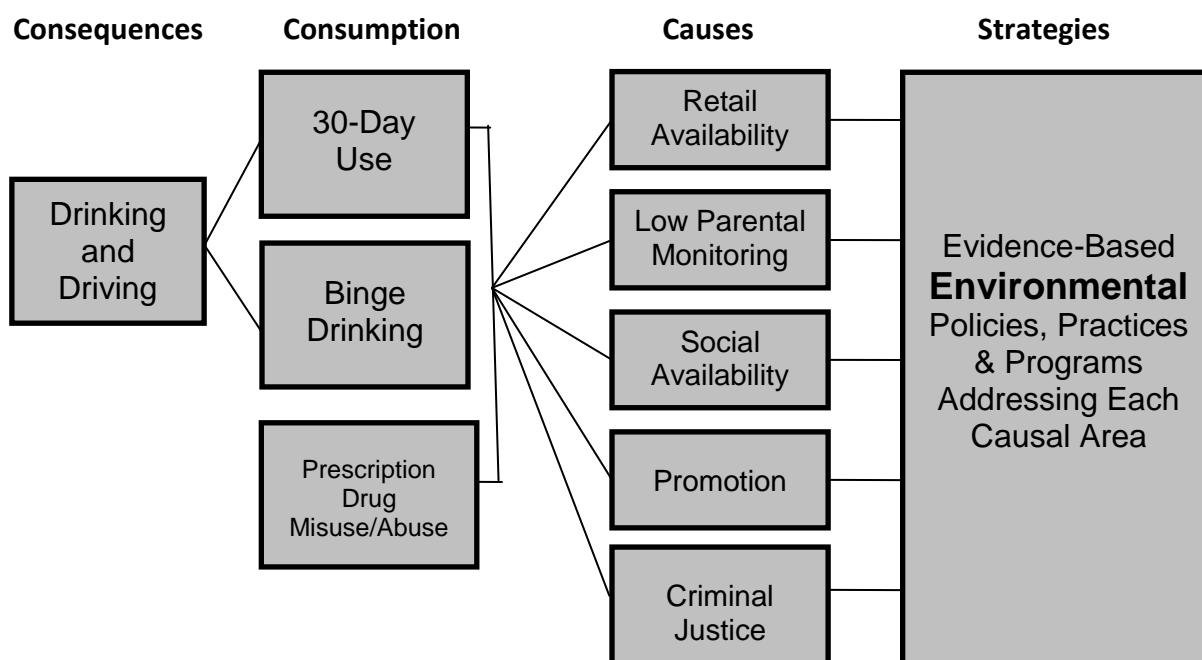
Problems to be addressed

1. *Underage drinking ages 12- 21.*
2. *Binge drinking with an emphasis on youth under age 21.*
3. *Drinking and driving with an emphasis on youth under age 21.*
4. *Riding with a driver who is drinking with an emphasis on youth under age 21.*
5. *Misuse and Abuse of Prescription Drugs with an emphasis on ages 12-25.*

The environmental factors contributing to the problems may vary from community to community and, therefore, require differing responses (environmental solutions). Part 3 of this workbook (Analysis and Recommendations) will provide a foundation for determining which environmental solutions are best suited to meet the unique needs of your community.

Tasks that follow reflect the outcome-based prevention model and recent research detailing the causal areas of substance abuse problems. There are four major sections (problems, causes, prioritization and resource assessment). Within each there are data to collect and questions to answer. The following model has been expanded to reflect solutions that are evidence-based and environmental, as illustrated in Figure 3.

Figure 3: Outcome-Based Prevention Model



Each county or reservation should complete the following tasks in order to better understand the problems and influences surrounding prescription drug use, drinking, and drinking and driving in their community. This will lead to focused mobilization and capacity building, as well as aid in the prioritization of evidence-based **environmental** strategies within the community's strategic plan.

*Binge drinking refers to having five or more drinks within approximately two hours for men and four or more drinks within approximately two hours for women (NIAAA).

Collection of Existing Survey Results

Upon completion of gathering the local data (Part 2-Local Data), each county will receive census data, recently published survey data, and archival data for their individual county (Part 1 – National, State, County Data). Using Part 1 and Part 2 of the Data Workbook, communities will complete Part 3 (Analysis and Recommendations) to develop work plans for multiple funding sources. The data workbook will be updated in the spring of each year.

In addition to the existing data sources that are specifically outlined in Part 1 of the Data Workbook, local data (Part 2) unique to your community can be used enhance your community's understanding of the problems and aid in identifying environmental strategies. For instance, many community colleges may have results from the National College Health Assessment (NCHA). In addition, your community may have already gathered survey results from businesses, local law enforcement or youth that may help in the needs assessment.

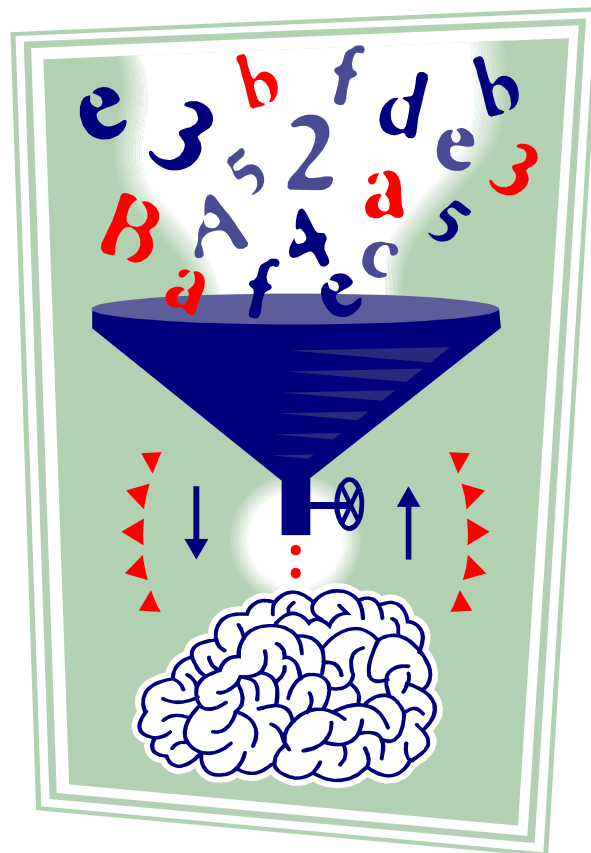
Interviews with Law Enforcement Officials and Medical Personnel

You will need to interview key officials from law enforcement and the medical field that serves your community to get a better picture of the problems associated with prescription drug use, drinking, and drinking and driving in your community. Information and tools for conducting these interviews is provided in the Appendices.

Collection of Original Data

In several areas of this workbook you will be asked to compile very specific information. This data collection will include such things as counting the number of buildings which advertise alcohol, or counting the number of events where alcohol companies or distributors are sponsors. The point of this data collection is to gather information directly from your community by observation or library research. In all cases, the original data collection process is explained in detail. You will also need to collect data from local hospital, pharmacies and medical prescribers along with school officials. A list of the requested data needed is provided in the appropriate sections.

Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Alcohol-related crashes in Granite County are at a much higher rate than the rest of the state. From 2008 to 2012, Granite County had a rate of 235.57 per 100,000 while the state rate a whole was at 119.96 per 100,000. Granite County also experienced a significant jump in the rate of alcohol-related crashes in 2012 with a rate of 425.67 per 100,000 while the state was at 144.13 per 100,000. However, alcohol-related fatal crashes are lower than the state rate. Granite County had a total from 2008-2012 of 6.54 per 100,000 while the state was rated at 8.60 per 100,000.

What the data is suggesting is that there has been an increase in alcohol-related crashes in Granite County, but not in fatalities. It can be speculated that this is a result of increased enforcement at the large events in the county. There has also been an increase in participants in those events, like the Testicle Festival that is right on the border of Missoula County and Granite County. The area is also big on recreation – with Georgetown Lake and Discovery Ski Lodge located in the area.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to the MPNA data, Granite County has a lower percentage of students who drove a vehicle when they have been drinking in the last 30 days. Following the Granite Co. 2008 8th graders reveals an alarming trend. The averages are nearly doubling from their 8th grade year (5.9%) to the time when they are in 12th grade (10.1%). Comparing the state percentages for the same times 2008 8th graders were 3.7% and the in 2012 the average was 10.1 % for that original class. Granite County may have had a two fold increase but the State appears to have tripled their percentage. It appears that Granite County and the entire state of Montana have an issue with drinking.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The data suggests that a student riding in a car with someone who has been drinking in Granite County is about the same as the state average, although it is marginal. When following the 2008 8th graders (11.8%), it appears that by the time they were in 10th grade in 2010 (20%), there was a 6% increase. Compared to the state data in the same time period, 2008 8th graders were 29.5% and the 26.5% in 2012. By 2012, Granite County students were reporting below the state average by less than 1%. Granite Co. 24.4% versus the state average of 25.3%. While the Granite Co. percentages are smaller than that of the state it is still a problem.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

It is difficult to give an accurate picture of the status of Granite County. The data we were able to obtain is from the state level with very little contribution on the local level. There seems to be a split in opinion as to what the problem is, if there is a problem, and who is the cause of

the problem. Statistically, the rates in Granite County are below the state average or very similar. However, there is a limited number of students who participate in the data collection.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Student binge-drinking in Granite County is a slightly bigger problem than the state average as of 2012. Granite Co. was at 25.8 % in 2008 while the state was at 21.2% during the same timeframe. From 2008 – 2010,(2008 22.7%, 2010 11%) Granite County reported below the state average (2008 24.5%, 2010 21.4%)but there was a jump in 2012 of about 14% between the two years. In 2012, Granite County reports 25.8% and the state average is 21.2%. But, again, there is the concern about accuracy given the number of participants.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There doesn't appear to be any local data for Granite County on this issue. The statewide trend shows an increasing number of adults binge drinking. After having limited conversations with Granite County community members, the problem is concerning. While conducting a server training course, several attendees stated, "What's the point of going to the bar if it's not to get drunk?!" They were very defensive about the idea of cutting someone off who was obviously intoxicated.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Between 2008 and 2010, Granite County Students were reporting about the same as the state average for consuming alcohol in the last 30 days. There was a large jump in 2012 that was about 5% higher (40.2%) than the state average of 35.1%. One could speculate that this increase maybe due to the opening of a new brewery and the increase in visible use by adults.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Data for Granite County was not entirely provided for grades 8th-12th until 2012. The years prior, only the 8th grade participated (2008) and then only the 12th grade participated (2010). So, according to the MPNA data from 2012, Granite County does have a larger problem with prescription drugs than the rest of the state. Granite County reports about 9% of students using prescription drugs while the state average is 3.5%.

Community interviews indicate that among adults, prescription drug abuse is on the rise and is subsequently contributing to the rise in use among students as well.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

As stated before, it is difficult to accurately analyze the needs of Granite County due to the difficulty of getting community support for prevention activities. Given the limited participation and support, it is still believed that the community has a bigger problem than they are willing to openly admit and would benefit from an increase in prevention services.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Granite County reports the student's perception of parental disapproval towards drugs and alcohol is about the same as reported by the state. While some years, Granite County reported having higher parental disapproval than the state, by 2012, they were right about the same – 79.9% for Granite County and 81.8% for the state. As is the trend across the board, even in surrounding communities, by the time a student reaches the 12th grade, parental disapproval seems to be at its lowest. While students in 8th grade in 2008 in Granite County reported an 88.2% disapproval rating the state rating was at 89.5%. The same students in Granite County in 2012 (the 12th grade) reported 91.6% versus the state 90.9%. The averages seem to be very similar from county to state with both sadly decreasing in perception of parent approval the higher the grade level.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There appears to be a large variation among the 8th grade versus 10th grade in Granite Co. The data clearly shows the Granite Co. 8th graders (2008) reported 81.3% perception of peer disapproval which decrease in 2010 (the 10th grade class) to 65.5% and then as a senior the students report (2012)68.8%. State averages for the same time period also shows a decreasing trend for the same grade levels. State wide, students in 8th grade in 2008 reported 81.9% peer disapproval, in 2010 the same students (10th grade) reported 62.1% disapproval and in 2012 the disapproval. A variation in the data for 2008 grade 10 with a reporting of peer disapproval of 41.2% then 47.6% in 2010 for the same class. A question arises as to what happened to create such a difference in the data for the 10th grade class (2008). The data for 2008 locally is as follows; 8th grade 81.3% (state 81.9%), 10th grade 41.2 % (state 57.5%) and 12th grade 76.5%(state 28%). The total averages seem to be very similar 2008 Granite 66.3%, State 55.8%, 2010 Granite 62.0% State 64.4% and 2012 Judicial 61% and State66.7%. In Granite Co. there appears to be a decreasing perception of peer disapproval. One would question if the exposure to more adults visibly drinking during the increased number of community events.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

With Granite County students, there seems to be a trend developing where the 12th grade students increasingly don't believe it is wrong to drink alcohol. In 2008, 58.8% of students believed it was wrong. In 2010, 38.1% believed it was wrong. By 2012, 24.7% of students believed it was wrong. While the state data remains consistent for the same timeframe. In 2008 59.2% of students believed it is wrong to drink alcohol in 2010 58.5 % believed it was wrong and then in 2012 69% of students believed it is wrong to consume alcohol.

For those who believe it is cool to consume alcohol on a regular basis, again, looking at the 12th grade trend, the number of students thinking it is cool has increased from 2008 to 2012 from 47.1% to 62.5%. The state percentage for 2008 was 38.9% down to 30.3% in 2012.3%. The issue in Granite County appears to be bigger than it is across the state.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Granite County students are reporting that their parents are discussing the dangers of alcohol more often than those students across Montana in 2012. Granite County reports 72.4% of students have talked with their parents about the dangers of alcohol in the last 12 months where the state average is 61% for 2012.

This is a significant increase from 2008 and 2010 and it is one goal set by this office to nurture that trend and hopefully get those numbers to continue to increase.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences

In 2012, the only year with total participation from Granite County with the MPNA, it showed that 28.9% of students believe that alcohol causes problems related to financial, legal and emotional well-being of the community, while the state result was 8.9%.

At the same time, some community leaders have expressed concerns with the cost of the state-mandated DUI classes – stating people in the community have low income and can't afford the cost of the class. There seems to be a community-wide concern of the economic toll drugs and alcohol has on the community.

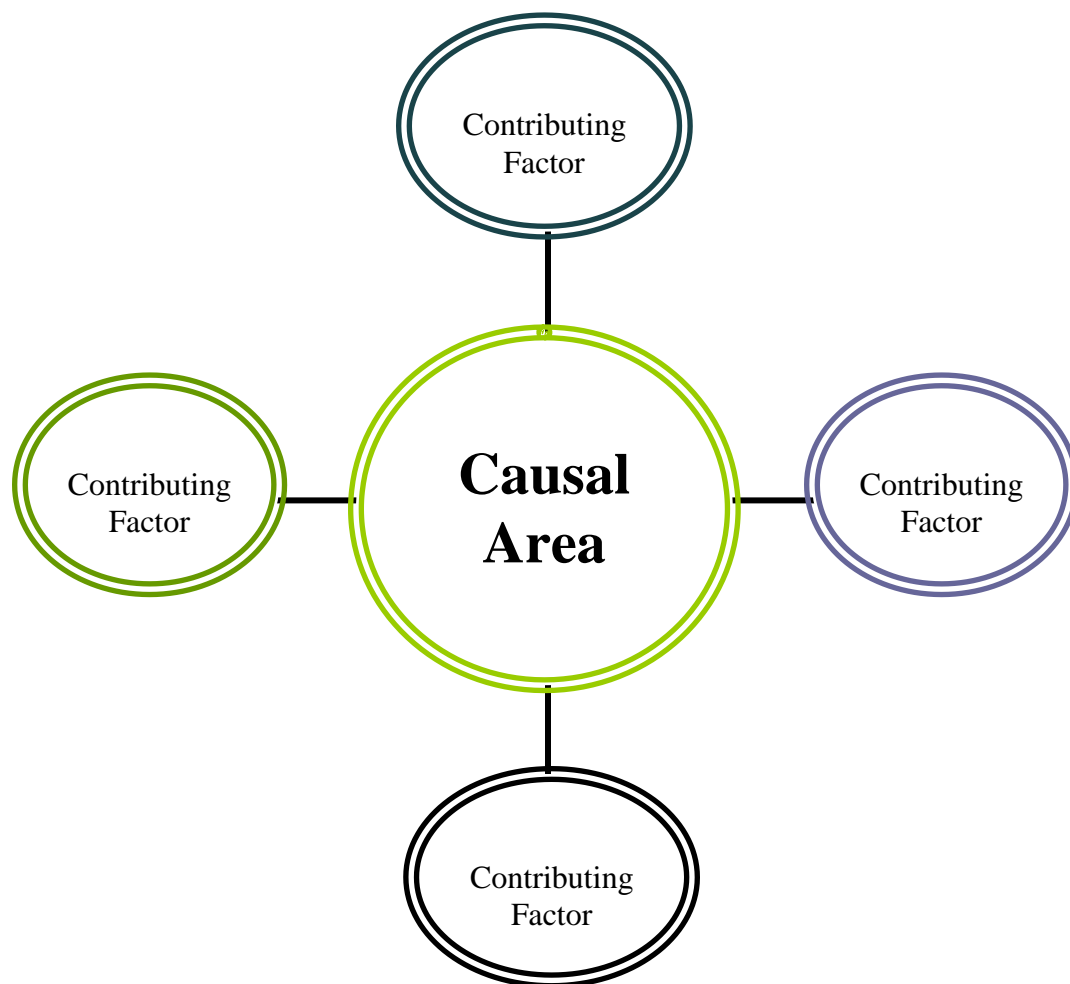
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

The data does show that parents are talking to their children about the dangers of drugs and alcohol. This will increase a protective factor of strong family bonds while hopefully decreasing usage, also decreasing the alcohol related crashes and fatalities. Although many complain about the cost of a DUI ticket and class negatively affecting them there is rarely mention of the price of alcohol negatively affecting them. If alcohol consumption increases and the belief and peer disapproval and parental disapproval continue to decrease the county may continue to see an increase in fatalities related to alcohol, increase in student drop out and a decrease in a valuable asset to the community.

Causal Areas



**Task Two:
Gather Data on Four Causal Areas**

Environmental Causal Area

In this section you will conduct an environmental assessment of your community by collecting data related to environmental factors known to impact underage drinking, binge drinking, drinking and driving within communities and prescription drug misuse/abuse. It will be necessary to collect data from several sources, including a review of your local media over a defined period and through face-to-face interviews with your local law enforcement agencies. It will be necessary to collect data related to four casual areas:

- Retail Availability and Accessibility of Alcohol
- Criminal Justice System, including Law Enforcement
- Social Availability of Alcohol
- Promotion of Alcohol

In addition to collecting the defined information, communities may also identify other relevant data unique to their community for inclusion in this process. Because some of the data collection in this section is based on personal perception, it is very important that multiple individuals contribute to the data collection process to ensure the results are reasonably representative of the community.

When you have completed this section you will have a thorough understanding of the environmental factors influencing binge drinking, underage drinking, drinking/driving and riding with a driver who is drinking and prescription drug misuse/abuse by youth within your community. The information collected in this section will have two purposes:

1. Support selection of evidence-based environmental prevention strategies that will produce the greatest impact on binge drinking, underage drinking, drinking and driving/riding with a driver who is drinking and prescription drug misuse/abuse by youth in your community.
2. Provide necessary input to the environmental prevention implementation plan for your community.

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

There have been no reported compliance checks in Granite County.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, conduct them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

When discussing the issue with local law enforcement, it was indicated that there are very few resources and man-power to conduct such an event. It's reported that there are no more than 2 officers on shift at any time and conducting a compliance check would take away from the available patrols in the county.

Alcohol Seller/Server Training

The selling or serving of alcohol to minors and the continued sales or service of alcohol to someone who is intoxicated can contribute to the misuse of alcohol in your community. Most communities offer free training on a periodic basis to individuals who sell or serve alcohol in a business establishment. The general accessibility of alcohol can be significantly impacted by the practices of alcohol establishments.

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Table 2-4. How do the number of RBSS trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Between 2008 and 2012, there were about 85 people trained in a server training course in Granite County. It's reported that for other employees from Granite County, they attended other trainings in neighboring communities to be compliant with the state law. It its assumed that the increase in trained servers and sellers will lead to a decrease in over service, and a decrease in binge drinking and drinking and driving in Granite Co. The growth rate of the number of educated servers and sellers seems to be consistent with the state legislation rather than the turnover of servers.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

The community holds the trainings on occasion.

Retail Availability Questions

QUESTION 20 Based on information gathered about liquor licenses, alcohol compliance checks, RBSS training and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Granite County is a very rural community. They describe themselves as tight-knit and many don't make reports to law enforcement related to over-service, selling to minors or other violations. Law enforcement is stretched thin with their manpower and resources and, as with other neighboring communities, do the best they can with what they have. Thus compliance checks are not performed and exposure to alcohol at more community events only enables the belief that binge drinking, underage drinking and drinking and driving are acceptable.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

X

Major impact

9

10

Many events are sponsored or promoted by alcohol outlets. This would lead one to believe that because of the retail availability many see over consumption, over service and binge drinking as a normal weekend activity.

CRIMINAL JUSTICE – PART 1

The next causal area included in your community environmental assessment has to do with the criminal justice system, which includes the court system and all types of law enforcement (City Police, Sheriff or Deputy, Tribal Law Enforcement, Forrest Service, Park Service, University Police, others). This will require 'on-the-ground' data collection on your part.

Conviction Rates

To understand how the criminal justice system in your community addresses binge drinking and drinking and driving, you will need to visit the clerk of court for all circuit courts in your community. Each clerk should be able to provide you a listing of the cases filed in 2006 for the alcohol-related crimes listed below. Communities with active DUI Task Forces may also be a source for some of the data.

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

No local data has been provided as of yet.

QUESTION 23

Based on Table 2-5, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others. What does this suggest about binge drinking or drinking and driving within your community?

No local data have been provided as of yet.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forrest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Last year, law enforcement in Granite County requested assistance in obtaining a portable Breathalyzer unit to keep one available on patrol as they started up the 24/7 program in the office.

There is an awareness of problems related to binge drinking and drinking and driving and the local law enforcement and prosecutors are making a good-faith effort to address the situation. But again, it's a fairly large county – land-wise – with very limited resources and patrols.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

At this time, they are not pursuing compliance checks or social hosting as a means of addressing the problems.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

There are no local ordinances in the community to address alcohol-related problems.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Social Host ordinance would be beneficial to the community as it has been identified as an issue around the community.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

There is no data available at this time and no recent interviews to contribute at this time.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	X	7	8	9	10	

The lack of resources for criminal justice leads one to believe that this could possibly lead to a bigger issue in the community. More local data and interviews must be collected to accurately determine the extent the criminal justice system is actively pursuing binge drinking and the consequences of this.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

Environmental Assessment Data

At this point in time, limited data is available to support a thorough environmental community assessment of Social Availability as a causal factor. More data will be available in 2008 from a state-wide survey of public perceptions and opinions related to alcohol-related issues, including social availability of alcohol within your community. In addition, a survey of youth attending the Minor in Possession (MIP) Program will begin soon with data available by mid-2008. Survey topics include where/how they obtained alcohol.

In the interim, several alternative sources of data are available to review and discuss as a basis for determining the relative importance of Social Availability to binge drinking and drinking and driving in your community. Suggested alternative data sources include:

- The perceptions of law enforcement representatives from the Key Law Enforcement Interviews (in the Criminal Justice section) related to MIP's and sources of alcohol for underage youth.
- Have several individuals contributing to this assessment complete the Preliminary Public Opinion Survey for Social Availability of Alcohol (provided in Appendix D) and then discuss the responses.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The issue of Granite County students being caught drinking by law enforcement or their parents seems to be about the same as the state average. In 2008 the total percentage was 24.5% Granite Co. and 23.2% state wide, 2010 25.6% for Granite Co. and 23.8% state wide, 2012 Granite Co. 26.6% and 26.2% state wide. It is also noted that the percentages of both Granite and the state decrease with the increase of grade level. The older a student the belief that they will be caught decreases.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

The community has many festivals and public events where alcohol is the main sponsor or is readily available. This only sends youth the wrong message. Increased exposure to alcohol use, abuse and advertisement only leads youth to believe that it is socially acceptable to use and abuse alcohol before the correct age. The exposure to alcohol with limited consequence can only increase the abuse of alcohol thru binge drinking and driving.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact
0 1 2 3 4 5 6 X 8 9 10
Major impact

Social availability is of major issue to the county. Increased availability only leads to increased use and abuse. The perceived perception that binge drinking and driving as a norm for the community has been perpetuated by the social availability of alcohol.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising

via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

There does appear to be an excessive amount of advertising in and around Granite County promoting alcohol consumption. The percentage of buildings advertising alcohol is about 26% and 12% of those have more than 3 signs visible on their building. As far as billboard advertisements, 29% of them were advertising alcohol.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

Print media doesn't appear to contain as many alcohol advertisements as in the comparison to the signage and billboards. Since many events are sponsored by alcohol retailers the exposure to the signs and sponsorships can only lead to excessive bingeing.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

There were very few articles related to alcohol consumption during the evaluation periods. The total for 2012 was 2. Without articles related to the impact alcohol has on the community or negative advertisements towards alcohol use the community is only exposed the fun and profitable side of alcohol.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

While there are not an abundance of alcohol related signs, there appears to be a lot of environmental promotion of alcohol in Granite County. There are very few messages related to consequences of over-use. There are sponsorships for community events – even youth related – from alcohol venders in the area.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact										Major impact	
0	1	2	3	4	5	6	7	X	9	10	
The excessive promotion of alcohol and the financial benefit it has for the community helps to perpetuate the belief that excessive drinking is ok.											

SCHOOL POLICIES – PART 3

QUESTION 37

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

Based on the below school district information it would appear that the school district is actively campaigning against drug and alcohol use and abuse among students and staff. They have a clearly composed Drug Free School Program and are very clear of the consequences of violating any and all of the school policies.

Drug Free School Program –Students have the right to attend school in an environment conducive to learning. The use of tobacco, controlled drugs, alcohol and other intoxicants is illegal for students. These substances and tobacco are addictive and they interfere with the healthy development of children and adolescents. Drug and alcohol use is incompatible with effective teaching and learning. The use of illegal drugs and the unlawful possession and use of alcohol, tobacco and controlled substances is wrong and harmful. Philipsburg school district will

not tolerate the possession, selling, use or influence of alcohol, tobacco, controlled substances, and intoxicants, other illegal and harmful drugs and drug paraphernalia in the schools, on school grounds or at school sponsored activities. A student who violates this policy will be subject to disciplinary action. These rules apply to all school employees and students.

For further information concerning policies for the Philipsburg school district please visit, <http://www.philipsburgpublicschools.com/category/information/>

QUESTION 38

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0 1 2 3 X4 5 6 7 8 9 10

Major impact

The school district seems to have a very strict policy concerning use and abuse of drugs and alcohol. Not only for students but all staff as well.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 39

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

No data was provided

QUESTION 40

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

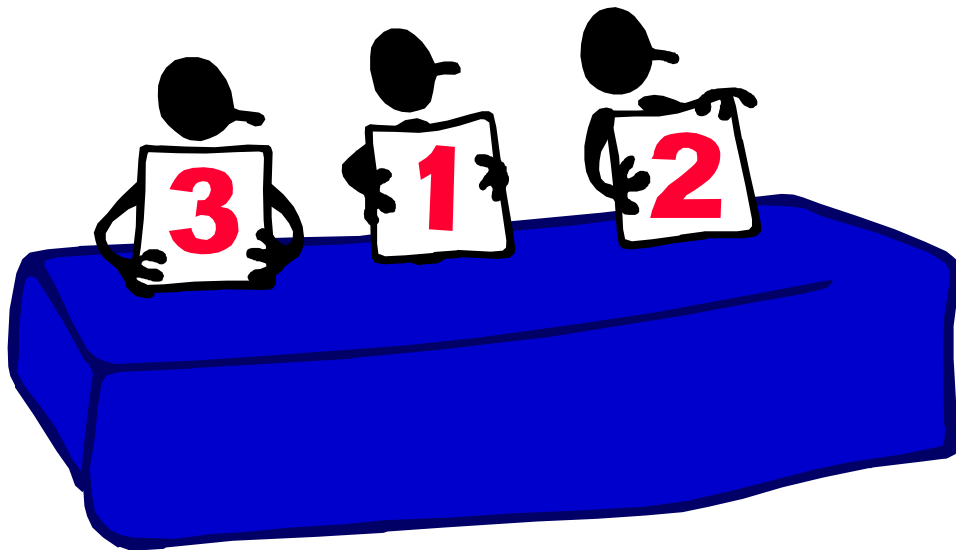
No impact

0 1 2 X3 4 5 6 7 8 9 10

Major impact

Insufficient data

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

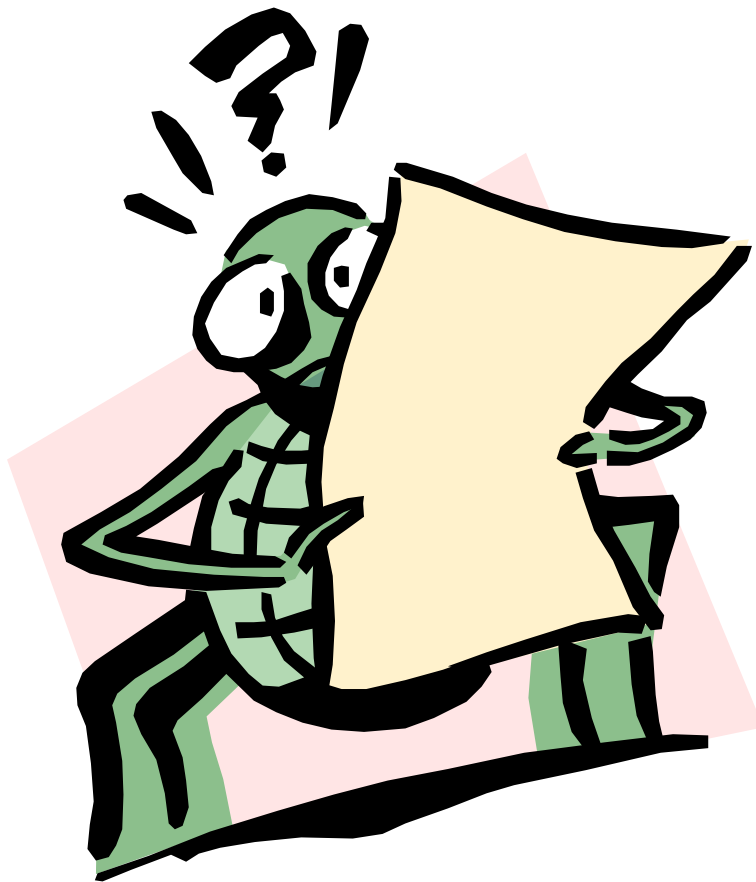
Score	Rank	Causal Area
8	1	Retail Availability
6	4	Criminal Justice
7	3	Social Availability
8	2	Promotion
4	5	School Policy
3	6	Medical

QUESTION 41

Provide the rationale for your rankings of the causal factors.

Retail availability, social availability and promotion are ranked as the top three areas to prepare for change. Over the next year the Granite Co. prevention plans and activities will focus on intentional organization and looking at community readiness. Due to the lack of resources, the major focus will concern coalition building and the community readiness aspect for the county.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

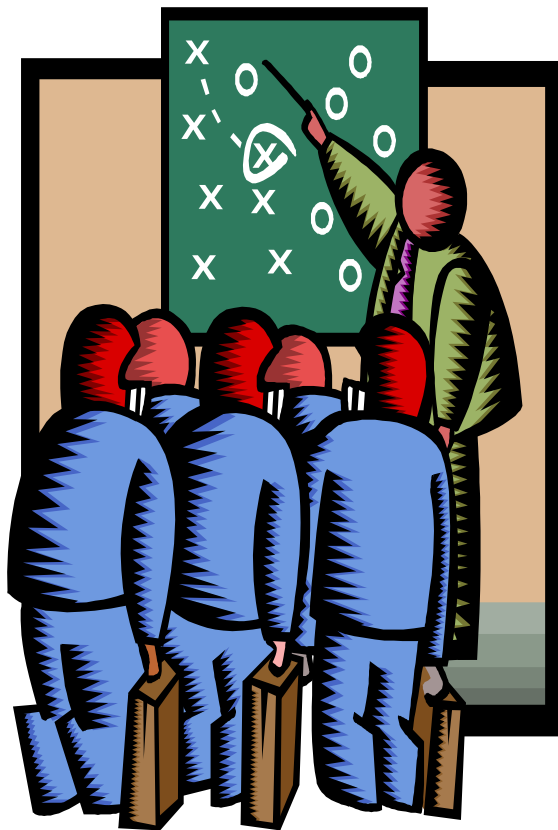
QUESTION 42

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community?

Given the lack of environmental strategies in Granite County, in order to accurately identify areas to produce the most effective change more work would need to be done in the areas of intentional organization and community readiness.

Before this can be determined, there needs to be increased collaboration between prevention professionals, community leaders and key-players. While those relationships are still being developed, there is still much work to be done to get the answers needed from Granite County. While school policies are in place we have no data to back up the fact that they are or are not being enforced.

Strategies



Task Six:
Focus of Effects Supported by Data Analysis